

# Netsmartz Boosts a Fundraising Platform's User Experience Capabilities with AI Chatbot Integration

Discover how the experts at Netsmartz worked with the client to elevate their fundraising platform's capabilities by introducing AI technology for seamless experience.



## About the Client

Our client is a Boston-based firm providing innovative solutions for academic institutions to build better engagement with their alumni. They have a platform where these engagement and fundraising activities are carried out.



## The Need

The client's fundraising platform had a manually crafted summary of user inputs. It means their user data collection was labor-intensive demanding more time and increasing errors. So, they needed us to integrate AI solutions into their existing alumni platform.

- ✔ Seamless transition from manual summary writing to AI-generated summaries
- ✔ AI Chatbot training for handling user queries
- ✔ Developing a robust memory system for storing user data and interaction histories

## Our Solution

As soon as our AI experts took over, they ensured that the client's platform was transformed for the better. They integrated advanced AI technology which led to quicker summary generation and kept all user's past interactions recorded safely in the system.

## Tech Stack



## Dedicated Team Development

The client wanted to leverage AI for their software. So, we built a dedicated team of 13 members to assist the client with the same. This team had 2 .NET experts, 1 Laravel developer, 6 Java, ReactJS, and full-stack developers, 2 AI engineers, and 2 QA experts.

## AI Technology Integration

As soon as we took over, we integrated AI to automatically summarize user inputs for the client. This ended up streamlining the entire summary creation process while eliminating the need to put in extra manual efforts.

## AI Chatbot Feature

Our team integrated an AI chatbot into the client's feature that helped improve user experience significantly. The chatbot allowed the users to interact with the system whenever they wanted and get answers to all their queries naturally.

# Real Outcomes Delivered



**Better user  
experience**



**Improved cost  
efficiency**



**Greater customer  
satisfaction**

## Why Netsmartz

- 25+ years of experience in empowering SaaS businesses
- 40+ tools and advanced tech stack across 100+ skill sets
- 24x7 dedicated support by AI-certified engineers
- Cloud-first approach for easy adaptability and scalability
- Home-grown SaaS success stories across the globe



# About Netsmartz

Netsmartz is a leading growth and digital transformation partner for global enterprises and SaaS businesses. The USA-based software company was established in 1999 and continues to empower organizations with a dedicated team of over 1500 professionals, strategically located across 10 global offices, serving a diverse portfolio of over 2000 customers. From augmenting teams with dedicated tech and non-tech resources to integrating AI seamlessly across operations and ensuring robust cybersecurity, businesses rely on Netsmartz as their ultimate partner for accelerating growth, increasing ROI, and achieving unparalleled scalability.

**25**  
Years  
in Excellence

**1500+**  
Team  
Members

**2000+**  
Projects  
Completed

**10+**  
Global  
Locations



**NORTH AMERICA**  
Rochester, NY, Vancouver,  
Mississauga

**EUROPE**  
Oslo

**ASIA**  
Singapore, Dubai, Chandigarh,  
Mohali, Noida, Gurugram,  
Pune

**AUSTRALIA**  
Melbourne  
Sydney

Let's connect!

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